

International Brokerage Event  
Istanbul 30/9/2016

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***White Research***

**[www.white-research.eu](http://www.white-research.eu)**

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# White Research - profile



**White Research** is a Brussels-based social research and consulting enterprise that specializes in consumer behaviour, market analysis and innovation management.

We design innovative concepts with a keen eye on social innovation and social entrepreneurship

We carry strong experience in collecting and analysing user-related data and in turning asymmetric information to meaningful advices and recommendations

We possess valuable know-how in offering business support and innovation management services that support the commercial exploitation and market uptake of research results, innovations and business concepts.

# White Research - main activities



Through its core staff, **White Research** has a wide-ranging expertise and experience in translating social research to policy and business recommendations in a number of focal areas.

We design Concepts, Innovation and Business



**Research Collaborations**

- **Conceptualization**
  - *New concepts by utilizing user insights*
  - *Cross-fertilize ideas*
  - *Application of Social Innovation*
  - *We bring research results and concepts into the real market.*
- **Mainstream & Advanced analytics**
- **Roll out**
  - *Pilot activities*
  - *Collective intelligence (Co-creation workshops, Hackdays, Crowdsourcing, etc.)*
- **Exploitation & Business planning activities**



**Business Development**

- **Innovation management**
- **Consumer intelligence reports**
- **User-centric insights**
- **Intervention efficiency testing**
- **Market studies**
- **Business modelling**
- **Business planning**

# White Research - collaborators



# White Research - recent EU projects



## Health-2-Market

Call: FP7-HEALTH  
Topic: HEALTH.2012.4.1-2  
Type of action: CSA  
Contract number: 305532  
Role: **Partner**  
Duration: 01/09/2012 – 31/08/2015  
Website: [www.health2market.eu](http://www.health2market.eu)



## CIPTec

Call: H2020-MG-2014\_TwoStages  
Topic: MG-5.3-2014  
Type of action: RIA  
Contract number: 636412  
Role: **Partner**  
Duration: 01/05/2015 – 30/04/2018  
Website: [www.ciptec.eu](http://www.ciptec.eu)



## ISABEL

Call: H2020-LCE-2015-3  
Topic: LCE-14-2015  
Type of action: CSA  
Contract number: 691752  
Role: **Partner**  
Duration: 01/01/2016 – 31/12/2018  
Website: [www.isabel-project.eu](http://www.isabel-project.eu)



## DIANA

Call: H2020-EO-2016  
Topic: EO-1-2016  
Type of action: IA  
Contract number: 730109  
Role: **Partner**  
Start Date: Upcoming  
Website: N/A

# White Research – on-going proposal



## Cities-4-People

Call: H2020-MG-2016-2017

Topic: MG-4.5-2016

Type of action: RIA

Proposal number: 723194

Role: **Partner**

Status: Second stage proposal

- The project will focus on promoting sustainable urban mobility developments
- We aim to apply our concept in 5 different European cities

**Coordinator:** Copenhagen Business School, Denmark

## Cities-4-People in Turkey

### Pilot



Uskudar – Istanbul, Turkey

### Turkish partners

- Municipality of Uskudar
- Istanbul University

## White Research – proposal topics 2016-2017 calls

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We would like to cooperate on the following topics, either as partner or as coordinator:

- Sustainable cities (protection of species, inner-city logistics, sustainable building materials, renewable energy,...)
- Social innovation in cities
- Collaboration of different stakeholders within cities (public administrators, business, citizens)

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# Recommendations

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- The presentation **has to** last up to **4 minutes (maximum)**
- Do not overload your slides
- Provide weblinks to additional material
- Slides should be in English
- Do not use videos etc. – they might be not supported by the Infoday IT system
- Send your presentations in PDF format to: [CoF@turkeyinh2020.eu](mailto:CoF@turkeyinh2020.eu) until **23 September 2016.**